

BARRETT CHRISTY CUMMINS

970.390.8460



Barrett Christy Cummins

WOMEN'S PRODUCT, BRAND & MARKETING DIRECTOR – MERVIN MFG.

Brand manager, Sports Marketing and Product Director with 25 years of experience in the action sports and outdoor industry. Creative direction and vision, a brand evangelist that brings the competitive mindset and leadership qualities of an athlete to all aspects of brand building.

CONTACT:
970.390.8460
BPROSNOW@GMAIL.COM
@BARRETTCC
www.barrettcc.com

- 25 years action sports / outdoors / youth culture industry
- Competitor, Creator, Mentor, Manager
- 6 years at Mervin Mfg. with expanded role focused on managing the women's product lines across all brands. Lib, Gnu, Roxy, BMBW. Creative direction, product development, marketing
- 15 years focused on building Mervin Mfg. women's business through strong product, team, partnerships and marketing
- Passionate about building brands and partnerships in the outdoor industry

SKILLS

INTRO

EXPERTISE

PASSIONATE . CREATIVE . PROFESSIONAL

- PEOPLE / TEAM LEADERSHIP
- CROSS-FUNCTIONAL MARKETING & PARTNERSHIPS
- LINE PLANNING, KEY PRODUCT SALES & MARKETING
- COMMUNITY GROWTH & SUSTAINABILITY EFFORT
- COMMUNICATION, COPY-WRITING
- CREATIVE STORY-TELLING
- CONTENT CREATION & MANAGEMENT
- SALES TOOLS & CATALOG CREATION
- CONSUMER EXPERIENCES

- CONTRACT NEGOTIATION AND EXECUTION WITH ATHLETES, ARTISTS, PARTNERS & LICENSING AGREEMENTS
- PUBLIC SPEAKING/ PRESENTING

- LICENSED INSURANCE PRODUCER, ADDING FINANCIAL EDUCATION TO ATHLETE SUPPORT PROGRAMS

- OUTDOOR INDUSTRY LEADERSHIP CERTIFICATION THROUGH OREGON STATE UNIVERSITY

VISIONARY . COMMUNICATOR . LEADERSHIP

- CREATING, LEADING & DRIVING GLOBAL BRAND STRATEGY
- CREATIVE DIRECTION, CATEGORY MANAGEMENT
- DEVELOPMENT & EXECUTION OF MARKETING PLANS
- SEEDING AND INFLUENCER PROGRAMS
- GLOBAL ATHLETE MANAGEMENT

- LEAD DIRECTION OF PRODUCT ASSORTMENT, PRODUCT DEVELOPMENT & PRODUCT MARKETING

- BRAND CULTURE ENERGIZER & AMBASSADOR

- PROMOTE BRAND AWARENESS AND INCREASE GROWTH

- PARTNERSHIPS, ACTIVATIONS & EVENTS

- TRAINING, EDUCATING & BUILDING RELATIONSHIPS WITH SALES TEAM, INFLUENCERS, ATHLETES AND PARTNERS TO ELEVATE THE BRANDS

- 2006 OLYMPIC SNOWBOARD TEAM SELECTION COMMITTEE
- 2018, 2019 X GAMES SNOWBOARD ATHLETE SELECTION COMMITTEE

- 2021 NATURAL SELECTION ATHLETE SELECTION COMMITTEE

TEAM . CREATE

LEAD & EMPOWER GLOBAL ATHLETE TEAM TO ELEVATE THEMSELVES AND THE BRANDS THEY ENDORSE

LEAD A TEAM OF 5 GRAPHIC DESIGNERS TO CREATE THE WOMEN'S PRODUCT LINE OFFERING FOR GNU, LIB, BENT METAL AND ROXY

IDENTIFY THE UNIQUE VOICE OF MERVIN HARDGOODS BRANDS WITHIN OUR PORTFOLIO AND IN RELATION TO THE INDUSTRY

BUSINESS . GROWTH

IDENTIFY NEW OPPORTUNITIES AND MARKET NEEDS FOR TECHNOLOGY, AESTHETIC AND PERFORMANCE, ACROSS ALL CATEGORIES AND BRANDS

MANAGE ROXY SNOW LICENSING AGREEMENT. CREATIVE DIRECTION, LINE PLANNING, TEAM MANAGEMENT, SALES MATERIALS, AND PRODUCT FULFILLMENT

COLLABORATE WITH SALES, MARKETING, AND PRODUCT LEADERSHIP TEAMS TO DEFINE AND ELEVATE OVERALL PORTFOLIO OF BRANDS

WOMENS SNOWBOARD SALES INCREASE 44% FROM \$2.5M TO \$3.5M 2017-2019

WOMENS HARDGOODS SALES UNITS INCREASE OF 69% FROM 2021-2022



NIKE SNOWBOARDING. NIKE 6.0 TEAM MENTOR

*2005-2012

NIKE 6.0 SNOW TEAM MENTOR

BUILD A SNOWBOARD TEAM OF THE MOST PROGRESSIVE YOUTH ATHLETES FOR ICONIC NIKE 6.0 BRAND

DEVELOP AND MANAGE ASSETS IN NIKE 6.0 PROGRAM AND RELATED ACTIVITIES

DEVELOP RELATIONSHIPS WITH INDIVIDUALS AND ORGANIZATIONS TO ELEVATE THE BRAND AND THE ATHLETES

MENTOR ATHLETES IN SPORT, CAREER, AND INDUSTRY PATHS

PROVIDE CONSULTATION ON ALL NIKE ACTIVATIONS WITHIN THE SNOW SPORTS INDUSTRY

DEVELOP EVENTS & PARTNERSHIPS TO ELEVATE NIKE'S ACCEPTANCE AS AN ACTION SPORTS BRAND

CONCEPTUALIZED SNOWBOARDER MAGAZINE "THE LAUNCH" EVENT TO FOCUS ON THE SKILLS & INFLUENCE OF YOUTH CULTURE IN THE SNOW INDUSTRY

NIKE SNOWBOARDING SPORTS MARKETING CONSULTANT /

PROVIDE CONSULTATION ON ALL NIKE ACTIVATIONS WITHIN THE SNOWBOARDING INDUSTRY

BUILD SNOWBOARD ATHLETE AND INFLUENCER TEAM AND FURTHER ELEVATE NIKE'S POSITION AS AN ACTION SPORTS BRAND

CONSULT ON OUTERWEAR, BOOTS, AND PRODUCT LINE WITH DESIGNERS AND TEAM

ATHLETE AMBASSADOR TO ALL NIKE BRANDS AND CATEGORIES, SPANNING FROM ACG (1998-2002) TO NIKE WOMENS (2002-2005), NIKE FITNESS & NIKE SB (2005-2012)

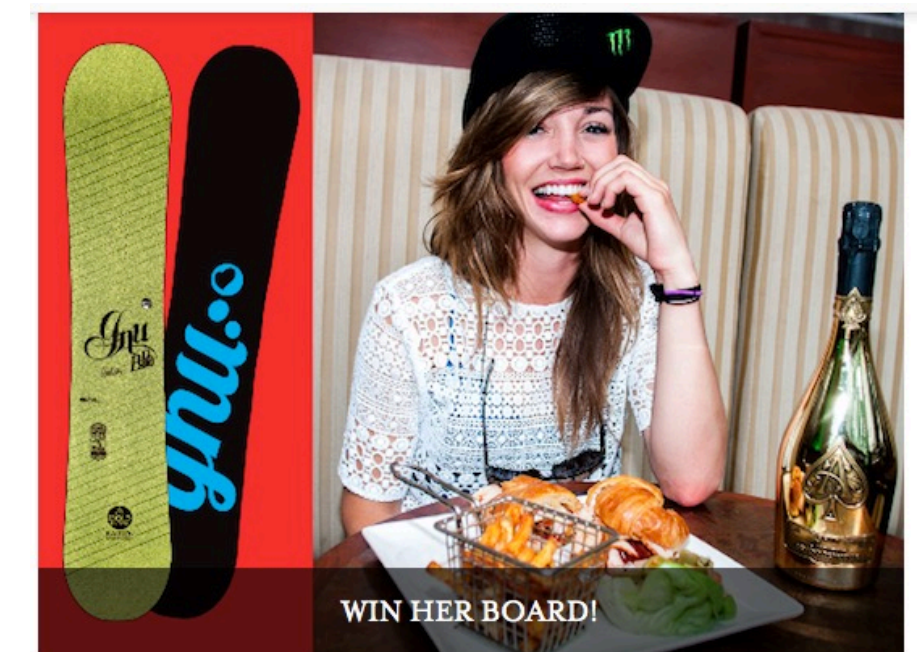
MERVIN ROLE HIGHLIGHTS

PRODUCT MANAGEMENT / CREATIVE DIRECTION

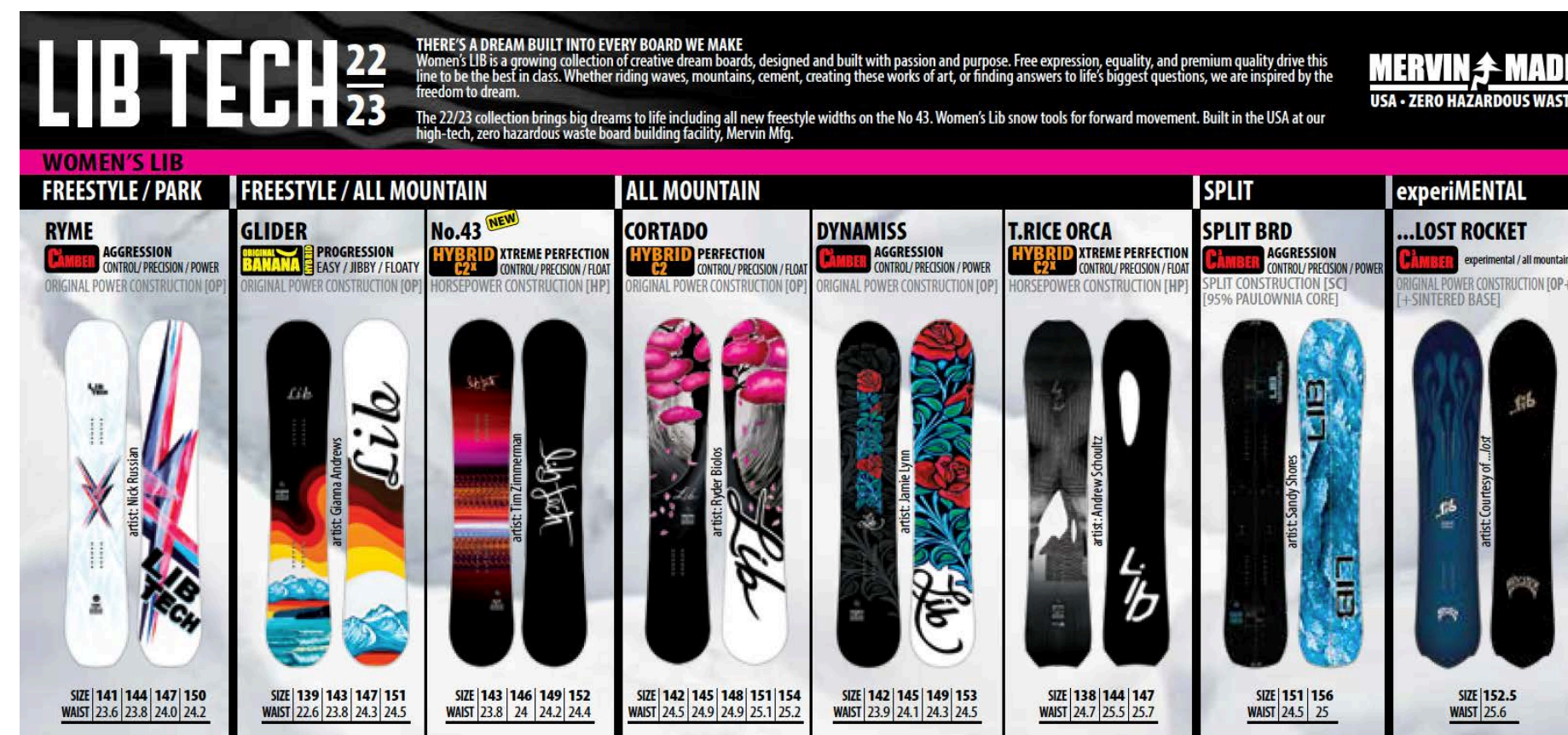
SPORTS MARKETING



WOMEN'S LIB BRAND LAUNCH



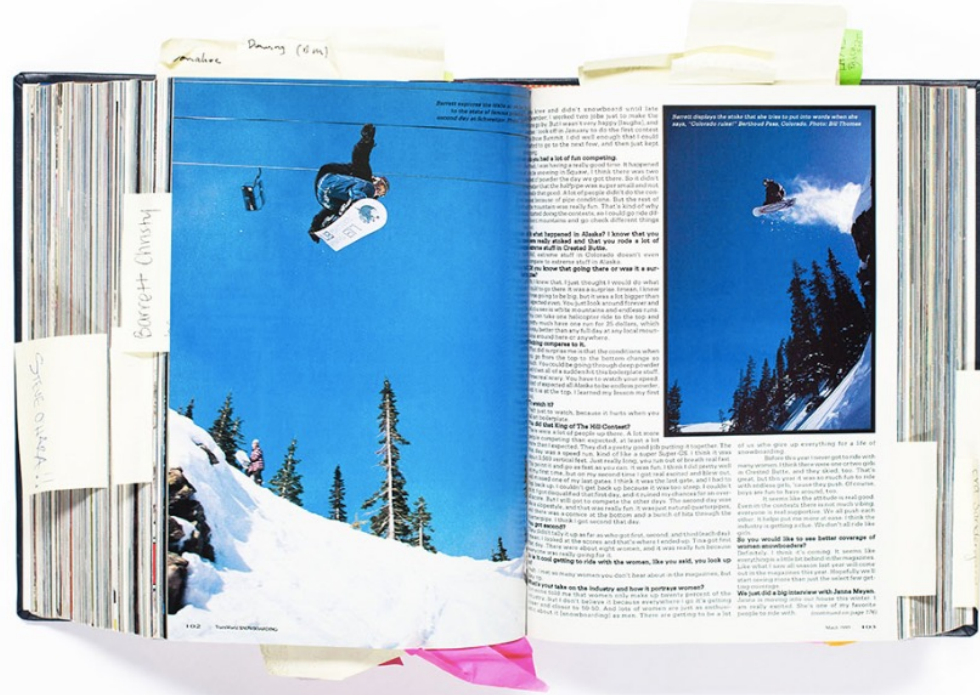
2014 OLYMPIC GOLD MEDALISTS



EDITORIAL FEATURES & EVENTS

ATHLETE CAREER ROADMAP

1994 - 2020



In Barrett Christy's interview here she says "There are getting to be a lot of us (women) who give up everything for a life of snowboarding." Even off something small, Barrett went big. Photos by Jeff Curtes (left) and Bill Thomas (right).

FIRST PHOTO PUBLISHED



GNU SNOWBOARDS
AD HIGHLIGHTS



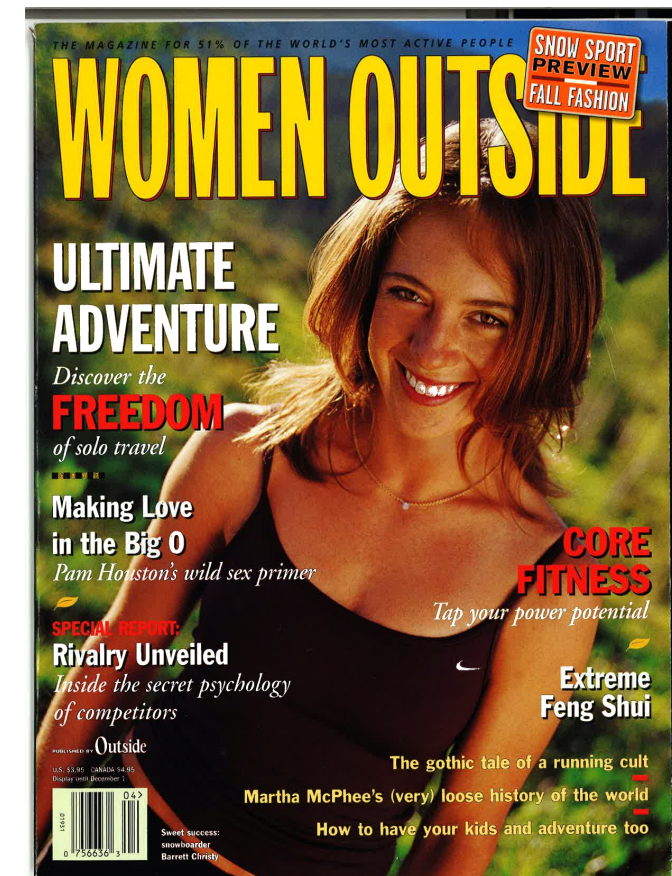
MT BAKER LEGENDARY LADIES EVENT
& 20 YEAR PRO MODEL CELEBRATION



APPLE JACKS
BOX COVER



MEMBER 1ST OLYMPIC
SNOWBOARD TEAM



WOMEN OUTSIDE
MAGAZINE COVER



SNOWBOARDER
MAGAZINE COVER



TAG HEUER CAMPAIGN IMAGES



12 X GAMES
SNOWBOARDING MEDALS



TRANSWORLD LEGEND
AWARD RECIPIENT



FULL MOON FILM
FEATURED ATHLETE



NIKE ACG SIGNATURE SHOE
"AIR BARRETT CHRISTY"